

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #332400
Mr. F. Kowalski
KEYCO DISTRIBUTING

FEBRUARY: DORAL B2G1F / PROMOTION #800017

Dear Frank:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 30 skus of B2G1F Displays (Item #536510) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
<i>Light</i>	12300-24971	<u>1</u>
<i>Light 100</i>	12300-24972	<u>2</u>
<i>Light Men 100</i>	12300-24974	<u>2</u>
<i>FF 100</i>	12300-24973	<u>2</u>

SMS
#8030-0031

DISPLAY DETAIL (#536510)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

January 26, 1998

Ship Date to Retail:

Week of: February 9, 1998

SKU CUBE:

0.8750

SKU WT (w/o Product):

1.7100 lbs

Retail Sales Offer per Sku:

21 Offers

51845 9501

-2-

B2G1F

KEYCO DISTRIBUTING

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$1,250.92

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

BRAND STYLES:

DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
 - * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$34.30 (2.45 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

5N55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1
DATE: 97-12-22
TIME: 02:27 PMWHOLESALE : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>
TEMPLATE : 800017 80200 DOR FEB98 B2G1F
TEMPLATE SEQ : 0029
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
173804	173845	775531	FUN SHOP	103 W INDEPENDENC	SHAMOKIN	PA	17872	2			332400	(717)648-4821
173806	173820	499689	Q STOP, INC.	R.D. #1	HAZLETON	PA	18201	2				(717)459-2414
173806	173820	651406	WYCHOCKS MT TOP BEV	75 S MOUNTAIN BLV	MOUNTAIN TOP	PA	18707	3				(717)474-5577
173806	173824	711846	FRACKVILLE NEWS	31 S LEHIGH ST	FRACKVILLE	PA	17931	2			25510	(717)874-0850

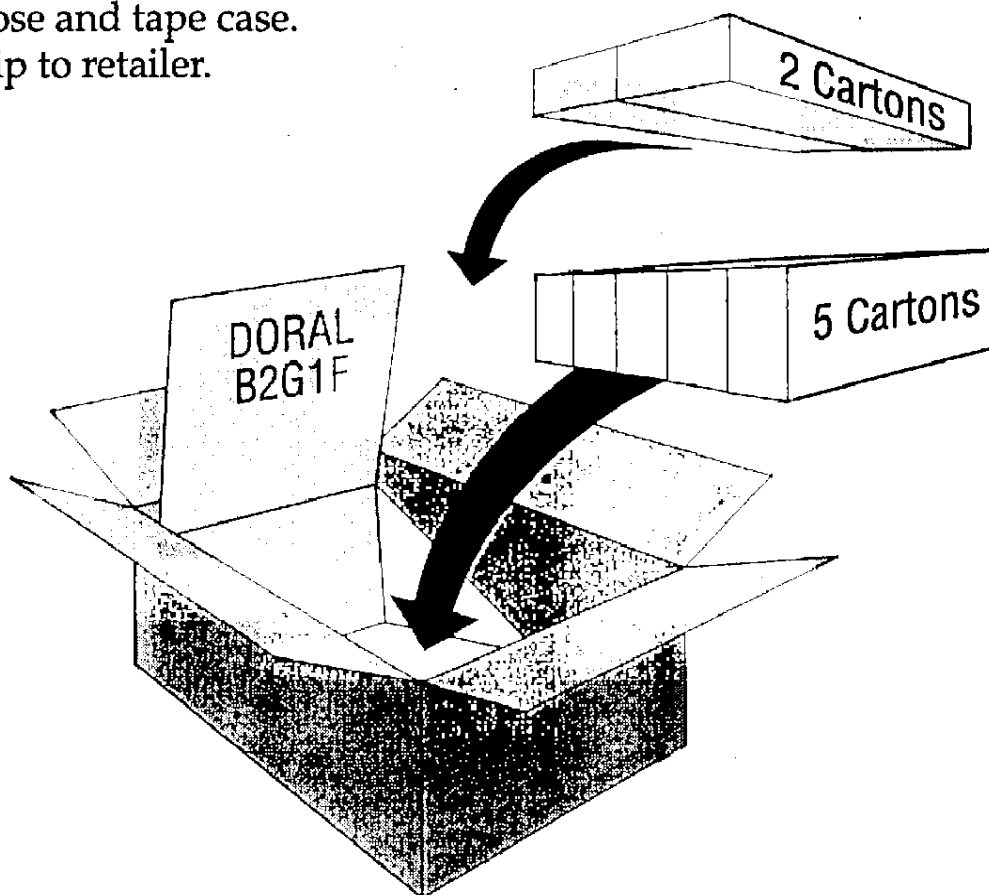
PAGE BREAK TOTAL ACCOUNTS 4 TOTAL QUANTITY 9

TEMPLATE TOTAL ACCOUNTS 4 TOTAL QUANTITY 9

***** END OF REPORT FOR PROMOTION 800017 *****

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****February DORAL B2G1F***(Buy 2 Packs Get 1 Free—Pack Outlets, CTS Pack)***STEPS**

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item:** # 536510 – Pack Outlets**Item:** # 536744 – CTS Pack**Description:** DORAL B2G1F Display/POS kit

Brand Style	LIGHT	LT 100	LT MEN ₁₀₀	FF ₁₀₀	ULT LT ₁₀₀	
Number of Cartons	1	2	2	2	X	

51845 9504

DORAL

February Gets Even Better With This Free Pack When You Buy Two Promotion!

Your customers will love getting more of their favorite Doral brand with this Free Pack When You Buy Two promotion. This special promotional kit includes prepackaged 3-pack sleeves complete with their own 21-unit display. Each sleeve is style specific. Customers will easily spot their style in this impactful display.

Paster



Free Pack When You Buy Two Paster and Counter Display help alert your customers to this great savings opportunity. Paster is easy to install at 11.5" x 10". And the display is small enough to fit perfectly in your store.

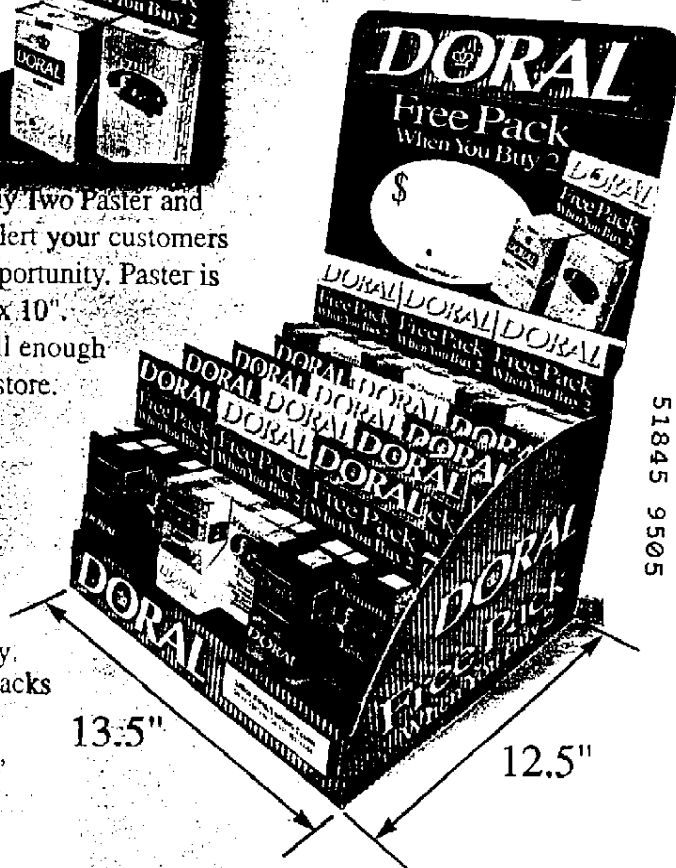
Details -

- 7 Cartons per SKU
- 21 Offers Per SKU
- Special complimentary tear-tape on all free packs
- Offer to customer - Buy 2 packs of Doral, get 1 pack free



3-Pack Sleeve

Counter Display



51845 9505